

Instagram Organic Growth — Workbook

This workbook turns the course into a working growth system for a real account. You will lock your niche and bio, build a bank of Reels hooks and a posting schedule you can sustain, plan your Stories and search keywords, set up shopping tags, and run a weekly metrics-and-experiment loop. Work through one section per module, fill the templates with your own numbers, and you will finish with a publishable content engine rather than notes.

Foundations: Profile, Positioning, and the Algorithm

Lock a focused niche and angle, then rebuild your profile into a page that wins the follow and the click.

Worksheet: Niche and Angle Lock

Define your account in one promise. Fill the topic, the recurring lens, and your ideal follower, then sanity-check with the rule of fifty so the angle is neither too broad nor too narrow.

Topic in 3-5 words (e.g. small-batch candle making)

Recurring angle / lens (e.g. for kitchen-table beginners on a budget)

Who exactly is this for (one sentence)

The promise a stranger reads in 5 seconds

Could you list 50 post ideas inside this angle? (yes/no)

Three top accounts in this niche to study

Worksheet: Bio and Profile Rebuild

Write each profile field for a stranger who has watched exactly one of your Reels. Put a searchable keyword in the name field, keep the bio to 150 characters across three lines, and match the first link button to the bio call to action.

Name field with keyword (e.g. Mara | Soy Candle Making)

Bio line 1 - promise (who + outcome)

Bio line 2 - proof / specific

Bio line 3 - call to action pointing to link

Bio character count (must be <= 150)

Link tool (single link / Linktree / Beacons / Stan)

Link button 1 (matches bio CTA)

Three pinned grid posts that sell the angle

Exercise: Reverse-Engineer a Top Account

Pick one account in your niche that grew fast in the last year. Study its grid, bio, and three best Reels, then answer the prompts to extract the pattern, not to copy the content.

- What promise can a visitor infer from the grid and bio in five seconds?

- Which Reels hook style do their top posts use most often?

- What single thing will you adopt from their positioning, in your own voice?

Checklist: Profile Launch Readiness

- Account set to business or creator
- Name field contains a searchable topic keyword, not just your handle
- Bio is three lines: promise, proof, call to action, under 150 characters
- Link in bio works and has no more than three buttons
- First link button matches the bio call to action
- Profile photo is clear and on-brand at thumbnail size
- Top six grid tiles make the promise obvious
- One to three best Reels pinned to the top of the grid

The Reels Engine: Your Primary Growth Driver

Build a bank of hooks, a single clear call to action per Reel, and a batching workflow you can sustain for months.

Worksheet: Hook Bank

Write three different hooks for each of your next five Reel ideas using the formulas from the course (curiosity gap, specific promise, mistake callout, result-first, contrarian). Keep the on-screen line short enough to read in one beat.

Reel idea / topic

Hook formula used

On-screen text hook (upper third, one short line)

First spoken line

Chosen action for this Reel (save / send / follow / comment keyword / tap link)

Exercise: Design the Send

Sends per reach is the strongest growth signal. Take your single best Reel idea and engineer it to be shared in a DM, then write the explicit share ask.

- Who is the specific friend a viewer would send this to, and why?

- What is the exact share line you will say or caption (e.g. send this to the friend who keeps ruining their candles)?

- Does the content give a real reason to share, or only a reason to like? If only to like, how will you fix it?

Worksheet: Weekly Reels Production Plan

Set a cadence you can hold for three months, then separate the modes: brainstorm, film, and edit in batches. Fill the plan so your queue stays at least a week ahead.

Reels per week target (3-5 to start)

Brainstorm block - day and time

Filming block - day and time

Edit and caption block - day and time

Editing app (CapCut / InShot / native)

Scheduling tool (Meta Business Suite / Later / Metricool)

Audio choice per Reel (original voice / trending sound name)

Cross-post destinations (TikTok / YouTube Shorts), watermark removed?

Checklist: Pre-Publish Reel Checklist

- [] Strong hook lands in the first three seconds, on screen and spoken
- [] On-screen captions added for muted viewers
- [] Every dead second and pause cut for retention
- [] Last frame loops cleanly into the first where possible
- [] Exactly one call to action, reinforced in the caption
- [] First caption line works as a second hook before the more cut
- [] Main keyword phrase said, shown, and written in the caption
- [] Clean export saved with no competitor app watermark before cross-posting

Stories, Discovery, and Search Optimization

Turn followers into repliers with Stories, build winnable hashtag sets, and make your posts findable in Instagram search.

Worksheet: Daily Story Sequence Plan

Plan a three to seven frame sequence that earns a reply and points to one next step. Include exactly one interaction sticker and one clear call to action frame.

Opening frame that earns a tap-forward

Interaction sticker (poll / quiz / emoji slider / question)

Value frame (tip / behind-the-scenes / quick answer)

Call-to-action frame (link sticker / product tag / reply to this)

Number of frames (keep 3-7)

Which Highlight will this be saved into

Worksheet: Tiered Hashtag Set Builder

Build a set matched to your account size by typing seed words into Instagram search and reading the post counts. Favour small and medium tags you can actually rank in. Five to ten good tags beats thirty random ones.

Small tags 10k-100k posts (list several - your best shot)

Medium tags 100k-500k posts (a few)

Large tags over 1M posts (at most 1-2)

Niche / community tags (high intent)

Checked each tag is active and not banned? (yes/no)

Saved set name for reuse

Exercise: Write for the Search Bar

Instagram now ranks plain-keyword searches. Pick one Reel and make it discoverable for months by placing the exact phrase your ideal follower would search across caption, on-screen text, and speech.

- What exact phrase would your ideal follower type into search (e.g. how to fix candle tunneling)?

- Where will that phrase appear: first caption line, on-screen text, spoken line, alt text?

- What evergreen question does this Reel answer that could earn views six months from now?

Checklist: Discovery and SEO Checklist

- Stories include at least one interaction sticker per session
- Link sticker paired with a value frame, not used cold
- Highlights organized like site navigation (Start Here, Products, Reviews, FAQ)
- Hashtag set sized to the account, mostly small and medium tags
- No banned or spammy tags in the set
- Main keyword in the first line of the caption and once in the body
- Keyword spoken and shown on screen in the Reel
- Alt text written in plain descriptive language under Advanced Settings

Converting Followers Into Customers and Measuring Growth

Stand up Instagram Shopping, keep a healthy value-to-sell ratio, and run a weekly experiment loop on the metrics that predict growth.

Worksheet: Content Pillar and Sell Ratio Plan

Define three to five recurring pillars and aim for roughly four value posts per overt sales post. Map two weeks of posts so you can see at a glance if you are about to over-sell.

Pillar 1 (e.g. educational)

Pillar 2 (e.g. behind-the-scenes)

Pillar 3 (e.g. social proof / reviews)

Pillar 4 (e.g. relatable)

Pillar 5 (e.g. offer)

Target value-to-sell ratio (e.g. 4:1)

Two-week post plan (pillar per post)

Soft-sell format for the next offer (demo / UGC / story-led launch)

Exercise: Diagnose Your Best and Worst Reel

Open Insights on your last several Reels. Rank them by non-follower reach and by sends per reach, then diagnose the top and bottom performers to set up next week's test.

- Which Reel had the highest non-follower reach, and why do you think it did?
 - Which Reel was weakest, and is the likely cause a soft hook or low completion?
 - What single variable will you test next week (e.g. curiosity hook vs result-first), holding everything else constant?
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Worksheet: Instagram Shopping Setup Tracker

Work the shopping setup in order and record where you are. Tag every product you show, and keep the catalog accurate because the product card is part of your storefront.

Account type set to business or creator (done?)

Connected Facebook Page name

Catalog method (manual in Commerce Manager / Shopify / WooCommerce)

Commerce review status (submitted / approved date)

Shopping turned on in settings (done?)

Surfaces where products are tagged (Reels / posts / Stories)

In-app checkout available in your region? (yes/no - else link to product page)

Checklist: Conversion and Measurement Checklist

- Business or creator account connected to a Facebook Page
- Product catalog created or synced and approved for commerce
- Shopping enabled and products tagged in the latest Reels and Stories
- Catalog titles, prices, and images accurate with no broken or out-of-stock tags
- At least four value posts planned for every overt sales post
- A comment-a-keyword or DM flow moves warm followers to owned channels
- Weekly fifteen-minute Insights review scheduled
- One single-variable experiment defined and running each week

Your Action Plan

1. Lock your niche and angle using the rule of fifty, then write the one-sentence promise your account makes.
2. Rebuild your profile: put a searchable keyword in the name field, write a three-line bio under 150 characters, and set a link with no more than three buttons.
3. Pin your one to three best Reels so the top of the grid sells the angle to every new visitor.
4. Build a hook bank of three hooks for each of your next five Reels, then film them in one batching session.
5. Set a sustainable cadence of three to five Reels a week and keep a scheduled queue at least one week ahead.
6. Plan a daily Stories sequence with one interaction sticker and one clear next step, and organize Highlights like site navigation.
7. Create a tiered hashtag set matched to your account size and add your main keyword to captions, on-screen text, and alt text for search.
8. Complete Instagram Shopping setup end to end and start tagging every product you show in Reels, posts, and Stories.
9. Hold a healthy value-to-sell ratio of about four to one and move warm followers into DMs or an email list.
10. Run a weekly fifteen-minute Insights review, change one variable at a time, keep what wins, and track non-follower reach month over month.

